

APR 04 2005

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Date: 4/4/05

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Gregory Flickinger.

Conf. No.: 5795 : Group Art Unit: 2611
Appln. No.: 09/749,255 : Examiner: Brian K. Shelton
Filing Date: 27 December 2000 : Att'y. Docket No.: T727-10

Title: Scheduling and linking IPG ads in conjunction with programming ads in a television environment

AMENDMENT

This paper is in response to the Office Action dated November 3, 2004, and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to and including April 4, 2005 (April 3 being a Sunday).

Please amend the above-identified patent application, without prejudice, as follows: